

### **AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A computer system for processing a paper product, comprising:

a processor and a memory including instructions together providing,

a product order tracker configured to receive a paper product order from a paper purchaser to purchase a paper product that is produced by a paper manufacturer, the paper product including a roll of paper or a plurality of unbound, stacked paper sheets;

a promotions order tracker configured to receive a promotional material order from a third-party advertiser to place promotional material on an enclosure for the paper product, wherein the promotional material is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser, and wherein the group of people are likely to view the promotional material on the enclosure for an extended period of time; and

a paper product tracker configured to provide instructions for creating the enclosure for the paper product, the enclosure having the promotional material of the received promotional material order, the paper product tracker further being configured to provide instructions to enclose the paper product of the received order with the created enclosure, wherein the paper manufacturer, the paper purchaser, and the third-party advertiser are different entities and the third-party advertiser pays to have the promotional material placed on the enclosure of the paper product.

2. (Original) The computer system of claim 1, further comprising a remuneration tracker configured to track remuneration paid by the third-party advertiser for the promotional material.

3. (Original) The computer system of claim 1, further comprising an artwork tracker configured to provide instructions for creating a fixed medium that includes the promotional material.

4. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to coordinate enclosing the paper product with a particular enclosure based on the content of the promotional material, the identity of the paper purchaser, and/or a location to which the paper product is to be delivered.

5. (Original) The computer system of claim 1 wherein the promotional material order is a first promotional material order for first promotional material and the third-party advertiser is a first third-party advertiser, and wherein the promotions order tracker is configured to receive a second promotional material order from a second third-party advertiser to place second promotional material on the enclosure.

6. (Original) The computer system of claim 1 wherein the product order tracker is configured to receive a paper product order for unbound, stacked sheets of paper and/or a roll of paper.

7. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a wrapper configured to enclose unbound stacked sheets of paper.

8. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a wrapper configured to enclose a roll of paper.

9. (Original) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for an advertisement placed on a box configured to enclose the paper product.

10. (Previously Presented) The computer system of claim 1 wherein the promotions order tracker is configured to receive an order for a coupon placed on the enclosure.

11. (Currently Amended) A method in a computer system for preparing a paper product, the method comprising:

receiving a paper product order from a paper purchaser to purchase a paper product that is produced by a paper manufacturer;

receiving a promotions order from a third-party advertiser to place promotional material on an enclosure of a paper product, wherein the promotional material is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser, and wherein the group of people are likely to view the promotional material on the enclosure for an extended period of time;

providing instructions to create an enclosure for the paper product, the enclosure having the promotional material of the received promotions order, and providing instructions to enclose the paper product of the received order with the created enclosure; and

providing instructions to deliver the paper product enclosed with the created enclosure to a delivery location, wherein the paper manufacturer, the

paper purchaser, and the third-party advertiser are different entities and the third-party advertiser pays to have the promotional material placed on the enclosure of the paper product.

12. (Original) The method of claim 11 wherein receiving a paper product order includes receiving the order from an intermediate party, with the intermediate party receiving the order from the paper purchaser.

13. (Original) The method of claim 11 wherein receiving a promotions order includes receiving the order from an intermediate party, with the intermediate party receiving the order from the third-party advertiser.

14. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the third-party advertiser for the promotional material.

15. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the third-party advertiser to an intermediate party for the promotional material.

16. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the paper purchaser for the paper product.

17. (Original) The method of claim 11, further comprising tracking receipt of remuneration from the paper purchaser to an intermediate party for the paper product.

18. (Currently Amended) A computer system for tracking a transaction among a paper manufacturer, a paper purchaser, and a third-party advertiser, the computer system comprising:

a processor and a memory together providing,

a paper order tracker configured to track an order from the paper purchaser for purchase of a plurality of unbound, stacked paper sheets produced by the paper manufacturer;

an advertisement order tracker configured to track an order from the third-party advertiser for an advertisement placed on a wrapper configured to at least partially enclose and protect the plurality of unbound, stacked paper sheets, wherein the advertisement is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser, and wherein the group of people are likely to view the promotional material on the enclosure for an extended period of time;

a first remuneration tracker configured to track payment of a first remuneration from the paper purchaser for purchase of the paper; and

a second remuneration tracker configured to track payment of a second remuneration from the third-party advertiser for the advertisement.

19. (Original) The computer system of claim 18 wherein the advertisement order tracker is configured to instruct an intermediate party to place the advertisement on the wrapper.

20. (Original) The computer system of claim 18 wherein the first remuneration tracker is configured to track the receipt of the first remuneration from the paper purchaser for purchase of the paper.

21. (Original) The computer system of claim 18 wherein the second remuneration tracker is configured to track receipt of the second remuneration from the third-party advertiser for the advertisement.

22. (Currently Amended) A computer system for tracking a transaction among a paper product manufacturer, a paper product purchaser, and a third-party advertiser, the computer system comprising:

a processor and a memory together providing,

an order tracker capable of tracking an order from the third-party advertiser for promotional material placed on an enclosure configured to at least partially enclose and protect a paper product, the paper product including a plurality of unbound, stacked paper sheets produced by the paper product manufacturer or a roll of paper produced by the paper product manufacturer, the enclosure including a wrap or a carton configured to at least partially surround the paper product, wherein the promotional material is specifically targeted to a group of people associated with the paper product purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser, and wherein the group of people are likely to view the promotional material on the enclosure for an extended period of time; and

a remuneration tracker capable of tracking remuneration paid by the third-party advertiser for the promotional material and updating a database to indicate receipt of the remuneration.

23. (Original) The computer system of claim 22 wherein the remuneration tracker is configured to track remuneration received from the third-party advertiser for the promotional material.

24. (Original) The computer system of claim 22 wherein the order tracker is configured to track an order for an advertisement placed on an external surface of a wrapper configured to enclose a ream of paper.

25. (Previously Presented) The computer system of claim 22 wherein the order tracker is configured to track an order for a coupon disposed on the enclosure.

26. (Currently Amended) A computer-readable storage medium comprising instructions that, when executed by a processor, cause the processor to, ~~the contents of which perform~~ a method for tracking a transaction among a paper product manufacturer, a paper product purchaser, and a third-party advertiser, the method comprising:

- receiving an indication of an order from the third-party advertiser for promotional material placed on an enclosure configured to at least partially enclose and protect a paper product, the paper product including a plurality of unbound, stacked paper sheets produced by the paper product manufacturer, or a roll of paper produced by the paper product manufacturer, the enclosure including a wrap or a carton configured to at least partially surround the paper product, wherein the promotional material is specifically targeted to a group of people associated with the paper product purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser;
- updating a database to indicate receipt of the order;
- receiving an indication that remuneration has been paid by the third-party advertiser for the promotional material; and
- updating the database to indicate payment of the remuneration.

27. (Currently Amended) The computer-readable storage medium of claim 26 wherein the method further comprises:

- receiving an indication that remuneration has been received from the third-party advertiser for the promotional material; and
- updating the database to indicate receipt of the remuneration.

28. (Currently Amended) The computer-readable storage medium of claim 26 wherein receiving an indication of an order includes receiving an indication of an order for an advertisement disposed on an external surface of a ream wrapper.

29. (Currently Amended) The computer-readable storage medium of claim 26 wherein the method further comprises providing instructions to create an enclosure for the paper product, the enclosure having the promotional material of the received promotions order, and providing instructions to enclose the paper product of the received order with the created enclosure.

30. (Currently Amended) The computer-readable storage medium of claim 26 wherein the method further comprises providing instructions to deliver the paper product enclosed with the created enclosure to a delivery location.

31. (Previously Presented) A method for selling paper products over a computer network, comprising:

receiving an order for a paper product from a purchaser over a computer network, the paper product including unbound stacked sheets of paper or a roll of paper; and

filling the order with a paper product manufactured by a paper product manufacturer, the paper product being at least partially enclosed by a protective enclosure, the enclosure having promotional material configured to identify and/or promote goods and/or services of a third party different from the manufacturer and different from the purchaser, wherein an identity of the purchaser is withheld from the paper product manufacturer and an identity of the paper product manufacturer is withheld from the purchaser, wherein the promotional material is specifically targeted to a group of people associated with the purchaser,



the group comprising those people likely to purchase the goods or services of the third-party.

32. (Original) The method of claim 31 wherein filling the order includes providing a ream of paper wrapped with a ream wrap having an advertisement promoting goods and/or services of the third party.

33. (Previously Presented) The method of claim 31 wherein filling the order includes providing a coupon disposed on the enclosure.

34. (Previously Presented) A method for providing paper products with promotional materials, comprising:

receiving an order from a purchaser for a paper product, the paper product including unbound stacked sheets of paper or a roll of paper;

manufacturing the paper product;

providing instructions for disposing promotional material on an enclosure configured to at least partially enclose and protect the paper product, the promotional material being requested by a third-party advertiser different than the purchaser, wherein the promotional material is specifically targeted to a group of people associated with the purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser; and

providing instructions for disposing the paper product within the enclosure.

35. (Previously Presented) The method of claim 34, further comprising receiving a remuneration from the purchaser.

36. (Previously Presented) The method of claim 34, further comprising receiving a remuneration from the third-party advertiser.

37. (Previously Presented) The method of claim 34, further comprising disposing the promotional material on the enclosure before disposing the paper product within the enclosure.

38. (Previously Presented) The method of claim 34, further comprising disposing the promotional material on the enclosure after disposing the paper product within the enclosure.

39. (Original) The method of claim 34, further comprising receiving an order from the third-party advertiser for the promotional material.

40. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material comprises providing instructions for printing an advertisement on an external surface of the enclosure.

41. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material comprises providing instructions for providing coupons disposed on the enclosure.

42. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material on an enclosure comprises providing instructions for disposing promotional material on a ream wrap configured to enclose a ream of paper.

43. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material on an enclosure comprises providing instructions for disposing promotional material on a roll wrap configured to enclose a roll of paper.

44. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material on an enclosure comprises providing instructions for disposing promotional material on a skid wrap configured to enclose a stack of unbound paper on a skid.

45. (Previously Presented) The method of claim 34 wherein providing instructions for disposing promotional material on an enclosure comprises providing instructions for disposing promotional material on a carton configured to contain the paper product.

46. (Previously Presented) The method of claim 34, further comprising disbursing a remuneration from the purchase.

47. (Previously Presented) The method of claim 34, further comprising disbursing a remuneration from the third-party advertiser for the promotional material.

48. (Cancelled)

49. (Previously Presented) A method for providing paper products with promotional materials, comprising:

receiving an order from a purchaser for a ream of paper;

receiving an order from a third-party advertiser for an advertisement placed on a wrapper configured to at least partially enclose and protect the ream of paper, wherein the promotional material is specifically targeted to a group of people associated with the purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser;

manufacturing the ream of paper;

wrapping the ream of paper with the wrapper, the wrapper having the advertisement and at least partially enclosing and protecting the ream of paper;

receiving a first remuneration from the purchaser for the ream of paper; and

receiving a second remuneration from the third-party advertiser for the advertisement on the wrapper.

50. (Original) The method of claim 49, further comprising instructing an intermediate party to place the advertisement on the wrapper.

51. (Original) The method of claim 49, further comprising selecting the wrapper for the ream based on the content of the advertisement, the identity of the purchaser, and/or a location to which the ream is to be delivered.

52. (Previously Presented) A package of paper products, comprising:

a plurality of stacked, unbound paper sheets produced by a paper sheet manufacturer and purchased by a paper purchaser;

a wrapper disposed around the plurality of paper sheets, the wrapper being positioned to at least partially enclose and protect the plurality of paper sheets; and

promotional material disposed on the wrapper, the promotional material having a content configured to identify and/or promote goods and/or services of a paying third-party advertiser different from the manufacturer and different from the paper purchaser, wherein the promotional material is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser.

53. (Original) The package of claim 52 wherein the promotional material includes an advertisement.

54. (Original) The package of claim 52 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

55. (Original) The package of claim 52 wherein the promotional material includes a coupon.

56. (Original) The package of claim 52 wherein the plurality of stacked, unbound paper sheets includes a ream of paper.

57. (Previously Presented) A packaged roll of paper, comprising:  
an elongated sheet of paper rolled upon itself to form a paper roll, the elongated sheet of paper being produced by a paper sheet manufacturer and purchased by a paper purchaser;  
a wrapper disposed around the paper roll, the wrapper being positioned to at least partially enclose and protect the paper roll; and  
promotional material disposed on the wrapper, the promotional material having a content configured to identify and/or promote goods and/or services of a paying third-party advertiser different from the manufacturer and different from the paper purchaser, wherein the promotional material is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser.

58. (Original) The packaged roll of claim 57 wherein the promotional material includes an advertisement.

59. (Original) The packaged roll of claim 57 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

60. (Original) The packaged roll of claim 57 wherein the promotional material includes a coupon.

61. (Currently Amended) A package of paper products, comprising:  
a plurality of unbound paper sheets produced by a paper sheet manufacturer and purchased by a paper purchaser;  
a carton in which the plurality of paper sheets is positioned, the carton at least partially enclosing and protecting the paper sheets; and  
promotional material disposed on the carton, the promotional material having a content configured to identify and/or promote goods and/or services of a paying third-party advertiser different from the paper sheet manufacturer and the paper purchaser, wherein the promotional material is specifically targeted to a group of people associated with the paper purchaser, the group comprising those people likely to purchase the goods or services of the third-party advertiser, and wherein the group of people are likely to view the promotional material on the enclosure for an extended period of time.

62. (Original) The package of claim 61 wherein the promotional material includes an advertisement.

63. (Original) The package of claim 61 wherein the third-party advertiser is a first third-party advertiser and the promotional material includes a first advertisement configured to identify and/or promote goods and/or services of the first third-party advertiser, and wherein the promotional material further includes a second advertisement configured to identify and/or promote goods and/or services of a second third-party advertiser.

64. (Original) The package of claim 61 wherein the promotional material includes a coupon.

65. (Previously Presented) The method of claim 34, further comprising instructing another entity to dispose the promotional material on the enclosure.

66. (Previously Presented) The computer system of claim 1 wherein the product order tracker is configured to receive a paper product order for unbound, stacked, unfolded sheets of paper.

67. (Previously Presented) The computer system of claim 1 wherein the paper purchaser is an office, and the group of people are employees that work in the office.